



DAILY MEDIA UPDATE

Thursday, August 4, 2016

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Sturgis, SD – 2016 Sturgis Rally Media Updates

Vendor Statistics - YTD

As of 8:00 a.m. today, the City of Sturgis has issued 467 Temporary Vending Permits. This number compares to 680 in 2015 and 406 in 2014.

General Information

- Main Street will be closed to regular traffic starting early Friday morning. After closure, only motorcycles will be allowed to use Main Street. Many of the side streets in the downtown area will also be closed or will have restrictions. To view a street closure map, follow this link <http://www.sturgis-sd.gov/DocumentCenter/View/6797>.
- Main Street Photo Towers will be open 9:00 a.m. until 9:00 p.m. daily starting Friday. Towers are located at Junction and Main as well as Main and Third. You will have free access to these towers for photos if you show your official press credentials from your organization.
- City of Riders Headquarters at Main and Junction is currently open for vending 9 a.m. until 9 p.m. daily. There is also an information booth staffed by City employees and a lost & found at this location.

Tomorrow at the Rally (Friday, August 5)

- A Sturgis Rally Kickoff Party/Grand Opening Celebration will take place at the Harley-Davidson Rally Point (Main and Second) at 3:00. The celebration will include delivery of the flag by the American Legion Riders - Post 71, a flag raising ceremony, National Anthem, introduction by the Mayor, introduction of Harley-Davidson VIP's, brick presentation to Ben Bostrom (Mayor's Ride Grand Marshal), Executive Proclamation read by James Hagen (Secretary of Tourism for SD) and various entertainment.
- The Media Center opens in the Sturgis Community Center and the first daily press conference will take place at 1:00 on Friday. As a reminder, you do not need to check in at the Media Center as we are not issuing press passes this year.

Interviews and other information – If you would like to schedule an interview with any of the City staff, they will be available following the daily press conference. If you need additional information about events taking place in the City, please call or text 347-1331.

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